

**DETERMINANTS OF EMPLOYEE ENGAGEMENT IN FARLEY SIBU SDN
BHD**

BY

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**A project paper submitted to
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In Fulfillment of the Requirement for the Master Degree of Human Resource
Management**

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ABSTRAK

Tujuan kajian ini ialah menilai dan menambah pengetahuan tentang faktor yang mempengaruhi komitmen pekerja di Farley Sibu Sdn Bhd. 107 pekerja Farley Sibu Sdn. Bhd. telah menyertai dalam kajian ini. Data yang didapati dianalisis menggunakan SPSS versi 17. Analisis SPSS mendapati terdapat hubungan antara tiga pembolehubah tidak bersandar iaitu kepimpinan transformasi, pembangunan kerjaya dan budaya organisasi dengan pembolehubah bersandar iaitu komitmen pekerja. Dalam tiga pembolehubah tidak bersandar, kepimpinan transformasi adalah faktor yang mempegaruhi komitmen pekerja di Farley Sibu Sdn. Bhd. Oleh itu, beberapa cadangan telah diberikan untuk mengatasi masalah komitmen pekerja di Farley Sibu Sdn. Bhd.

Kata kunci: komitmen pekerja, kepimpinan transformasi, pembangunan kerjaya, budaya organisasi

ABSTRACT

The purpose of this study is to examine and gain a better understanding of the drivers that influence the employee engagement in Farley Sibu Sdn. Bhd. 107 employees of Farley Sibu Sdn. Bhd. were participated in this study. Data were gathered through questionnaire analyzed by using Statistical Package for Social Science(SPSS) version 17. Throughout the statistical analysis – correlation analysis, it is found that there is a significant relationship between the three independent variables namely transformational leadership, career development and organization culture with the dependent variables – employee engagement. Among all three independent variable, transformational leadership is found to be the most important drivers in influencing the employee engagement in Farley Sibu Sdn. Bhd. Based on these findings, recommendations and suggestions were made to the management Farley Sibu Sdn. Bhd.

Key words: Employee Engagement, Transformational Leadership, Career Opportunities, Organization Culture

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TABLE OF CONTENTS

DECLARATION	ii
PERMISSION TO USE	iii
DISCLAIMER	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	xi
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ABBREVIATION	xiv

Chapter 1: Introduction

Page

1.1	Background of the Study	1
1.2	Problem Statement	4
1.3	Research Questions	5
1.4	Research Objectives	6
1.5	Significance of the Study	6
1.6	Definition of Key Terms	7
1.7	Organization of Remaining Chapters	8

Chapter 2: Literature Review

2.1	Introduction	9
-----	--------------	---

2.2	Definition & Conceptualization of Variables	9
2.2.1	Employee Engagement	9
2.2.1.1	The Drivers of Employee Engagement	13
2.2.2	Leadership	13
2.2.2.1	Transformational leadership	14
2.2.3	Career development opportunities	16
2.2.4	Organization culture	20
2.2.4.1	Types of organization culture	24
2.3	Underpinning theory	26
2.3.1	Social Exchange Theory	26
2.4	Research framework	27
2.5	The Relationship between Transformational leadership And Employee Engagement	29
2.6	The Relationship between Career Development And Employee Engagement	30
2.7	The Relationship between Organization Culture And Employee Engagement	32
2.8	Conclusion	33

Chapter 3: Research Methodology

3.1	Introduction	34
3.2	Research Design	34
3.2.1	Type of Study	34

3.2.2	Sources of Data	35
3.2.2.1	Primary Data	35
3.2.3	Unit of Analysis	35
3.2.4	Population and Sampling Technique	35
3.3	Measurement	36
3.3.1	Employee Engagement	37
3.3.2	Transformational Leadership	38
3.3.3	Career Development Opportunities	40
3.3.4	Organization Culture	41
3.4	Data Collection Method	42
3.5	Data Analysis Techniques	43
3.5.1	Descriptive Analysis	43
3.5.2	Reliability	43
3.5.3	Pearson Correlation Analysis	44
3.5.4	Multiple Regression Analysis	45
3.6	Conclusion	45

Chapter 4: Findings

4.1	Introduction	46
4.2	Profile of Respondents	46
4.3	Goodness of Measures	48
4.3.1	Reliability Analysis	49
4.4	Descriptive Analyses	49
4.5	Correlation Analysis	50

4.6	Multiple Regression Analysis	51
4.7	Summary of Results	53
4.8	Conclusion	53
 Chapter 5: Discussion, Recommendation and Conclusion		
5.1	Introduction	54
5.2	Recapitulation of the study	54
5.3	Discussion	55
5.4	Limitations and Suggestions for researchers	60
5.5	Implications	61
5.5.1	Theoretical Implications	61
5.5.2	Managerial Implications	62
5.6	Conclusion	65
References		67
 Appendix		88
Questionnaire		88
SPSS Output		95

LIST OF TABLES

Table 3.1	Measurement Items	37
Table 3.2	Employee Engagement	38
Table 3.3	Transformational Leadership	39
Table 3.4	Career Development	40
Table 3.5	Organization Culture	41
Table 4.1	Profile of Respondents	47
Table 4.3	Summary of Reliability Analysis	49
Table 4.4	Overall Descriptive Statistics of the Study Variables	50
Table 4.5	Pearson's Correlation Coefficients of the Study Variables	51
Table 4.6	Multiple Regression Analysis	52
Table 4.7	Summary of Results for Hypotheses	53

LIST OF FIGURES

Figure 2.4	Research Framework	28
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LIST OF ABBREVIATIONS

SET	Social Exchange Theory
MLQ	Multifactor Leadership Questionnaire
ORC	Opinion Research Corporation
SPSS	Statistical Package for the Social Science

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Globalization has changed the business industry and society. Competition has raised high and the organizations are racing in the marketplace to increase its profit. In order to survive in the globalized world, global leader has built various strategies to compete in the marketplace. The strategies adopted are not only focused on increasing sales or service but are also related to retaining talented who have high performance and high competence in workplace (Berger & Berger 2004). Employee engagement has emerged as a critical driver of business success in today's competitive marketplace. Employee engagement is defined as the extent that an employee believes in the mission, purpose, and values of an organization. It demonstrates commitment through their actions as employees and their attitude towards the employer and customers (Stockley, 2007).

The field of employee engagement is important to highlight because it is a dominant source of competitive advantage and thus able to solve challenging organizational problems such as increase organization performance and productivity. Research has suggesting that organization with high levels of employee engagement report positive organizational outcomes (Kular, Gatenby, Ress, Soanncet & Truss, 2008; Harter, Schmidt & Keyes, 2003; Shuck & Wollard, 2010).

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